

REMARKS

The Official Action dated December 2, 2004, has been carefully reviewed and the foregoing amendment has been made in response thereto. Prior to entry of the foregoing amendment claims 1 through 9 were active in the present application. Claims 1 through 9 stand rejected under 35 U.S.C. §112, first paragraph, as failing to comply with the written description requirement. Claims 1-3 and 7-9 stand rejected under 35 U.S.C. §112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. Claims 1 through 9 stand rejected under 35 U.S.C. §102(b) as being anticipated by U.S. Patent No. 6,581,058, issued to Fayyad et al.

The foregoing amendment requests the cancellation of original claims 1 through 9. New claims 10 through 21 are presented. Amendments to the specification are also presented.

Rejection of claims 1-9 under 35 U.S.C. §112, first paragraph:

Rejection of claims 1-3 and 7-9 under 35 U.S.C. §112, second paragraph

Upon review of original claims 1 through 9, the applicant is in agreement with the Examiner that the claims as originally filed fail to satisfy the requirements of 35 U.S.C. §112, first and second paragraphs. Accordingly, Applicant requests the cancellation of claims 1 through 9. In addition, several amendments to the specification have been presented to correct inaccuracies in the written description of the invention.

It is believed that new claims 10 through 21 more clearly and accurately define the subject matter which applicant regards as the invention.

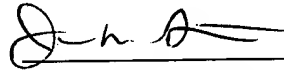
Rejection of claims under 35 U.S.C. §102(b)

The rejection of claims 1 through 9 under 35 U.S.C. §102(b) as being anticipated by Fayyad et al. is moot in light of the cancellation of claims 1 through 9. It is believed that new claims 10 through 21 each recite an invention which is patentable over Fayyad et al. as well as the references cited in the prosecution of the present application.

Method claims 10 through 15 each includes the step of “establishing a database for storing and organizing transactional data, said transactional data being organized within said database in accordance with a data model, said data model comprising a basket table that contains summary information about transactions, an item table that contains information about individual items purchased by customers, and a department table that contains aggregate information about transaction sales by store department.” Similarly, each one of system claims 16 through 21 includes as an element “a computerized database for storing and organizing transactional data, said transactional data being organized within said database in accordance with a data model, said data model comprising a basket table that contains summary information about transactions, an item table that contains information about individual items purchased by customers, and a department table that contains aggregate information about transaction sales by store department.” It is not seen that this structure is taught or suggested in Fayyad et al. or any of the cited references, taken singularly or in combination.

In view of the foregoing amendments and remarks, it is believed that the application is in condition for allowance. Early and favorable action is respectfully requested.

Respectfully submitted,



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